

MAGAZINE MEDIA 360°

Brand Audience Report

Top 10 Magazine Brands — Average Monthly Audience (000) – July 2017

Print + Digital		Web		Mobile Web		Video		Total Brand Audience	
MAGAZINE BRAND	AUDIENCE	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VIEWERS	MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 People	41,863	1 ESPN The Magazine	17,732	1 ESPN The Magazine	42,426	1 Entrepreneur	9,772	1 ESPN The Magazine	87,471
2 AARP	38,717	2 Forbes	14,864	2 Forbes	39,851	2 ESPN The Magazine	8,794	2 People	77,847
3 Better Homes and Gardens	37,864	3 WebMD Magazine	12,429	3 WebMD Magazine	34,503	3 Forbes	5,468	3 Forbes	67,437
4 National Geographic	32,312	4 Allrecipes	9,789	4 Allrecipes	30,332	4 People	3,832	4 WebMD Magazine	59,605
5 Good Housekeeping	19,869	5 People	5,650	5 People	26,502	5 Wired	3,731	5 Allrecipes	48,997
6 Reader's Digest	19,278	6 Time	4,905	6 Time	19,338	6 Time	3,074	6 Better Homes and Gardens	46,483
7 Time	18,824	7 New York Magazine	4,481	7 New York Magazine	15,432	7 GQ	2,588	7 AARP	46,322
8 ESPN The Magazine	18,519	8 The Atlantic	4,334	8 Entertainment Weekly	13,982	8 Vanity Fair	2,464	8 Time	46,141
9 Sports Illustrated	17,961	9 Bon Appétit/Epicurious	3,707	9 Cosmopolitan	13,156	9 Bon Appétit/Epicurious	2,241	9 National Geographic	39,837
10 Southern Living	17,007	10 AARP	3,593	10 The Atlantic	12,185	10 Entertainment Weekly	1,972	10 Cosmopolitan	32,980

Top 10 Magazine Brands — Average Monthly Audience % Growth – July 2017

Print + Digital		Web		Mobile Web		Video		Total Brand Audience	
MAGAZINE BRAND	AUDIENCE	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VISITORS	MAGAZINE BRAND	UNIQUE VIEWERS	MAGAZINE BRAND	TOTAL BRAND AUDIENCE
1 Veranda	43%	1 Family Circle	253%	1 Teen Vogue	146%	1 Entrepreneur	6,046%	1 Entrepreneur	89%
2 Texas Monthly	40%	2 Dirt Rider	152%	2 domino	127%	2 Condé Nast Traveler	844%	2 Teen Vogue	74%
3 Popular Science	38%	3 Yoga Journal	73%	3 Architectural Digest	101%	3 Harper's Bazaar	532%	3 domino	50%
4 Wired	31%	4 Town & Country	67%	4 W	93%	4 Reader's Digest	381%	4 W	44%
5 Coastal Living	30%	5 domino	63%	5 Elle Decor	82%	5 Parents	304%	5 Veranda	43%
6 Traditional Home	28%	6 Allure	57%	6 Diabetic Living	73%	6 Good Housekeeping	285%	6 Architectural Digest	37%
7 Discover	26%	7 Teen Vogue	56%	7 Flying	73%	7 Allure	236%	7 Town & Country	28%
8 The New Yorker	24%	8 Essence	41%	8 Field & Stream	53%	8 Brides	207%	8 Traditional Home	27%
9 Flying	23%	9 Brides	40%	9 Town & Country	50%	9 InStyle	179%	9 Coastal Living	27%
10 Architectural Digest	23%	10 Architectural Digest	36%	10 The Economist	48%	10 Real Simple	166%	10 Elle Decor	25%

Sources: **Print+Digital Editions:** GfK MRI's Survey of the American Consumer® Print+Digital Spring 2017 and 2016; GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2017 and 2016; GfK MRI Accessed Prototype; or Spring 2017 and Spring 2016 Ipsos Affluent Survey USA. **Web (Desktop/Laptop):** comScore Media Metrix®; unique visitors; July 2017 and July 2016; U.S. **Mobile Web:** comScore Mobile Metrix; unique visitors; July 2017 and July 2016; U.S. **Video:** comScore Video Metrix; unique viewers; July 2017 and July 2016; U.S.